

Rep Order# 6844804 Ver# 1 Status New Traffic Order# Printed: 08/27/2012 7:55 AM 1 of 4

EC'd Yes Last Received: 08/26/2012 8:00 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) PRIORITIES USA ACTI  
Product PRIORITIES USA  
Estimate# 1560  
Buyer CASEY BESSETTE  
Phone#  
Fax#

Agency ( ) MUNDY KATOWITZ MEDIA INC  
1322 G. STREET SE  
WASHINGTON, DC 20003  
Agency C/P1/P2/E 321/340/1560  
Flight Dates 09/11/2012 - 09/17/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=\*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER  
CONTRACT TOTAL IS \$18,950  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	5A-6A	EARLY AM NEWS	:30	\$700.00	09/13-09/13	1	1	1	\$700.00	
	2	M	5A-6A	EARLY AM NEWS	:30	\$700.00	09/17-09/17	1	1	1	\$700.00	
	3	F	6A-7A	AM NEWS	:30	\$2,000.00	09/14-09/14	1	1	1	\$2,000.00	
	4	TH	7A-9A	TODAY SHOW	:30	\$2,000.00	09/13-09/13	1	1	1	\$2,000.00	
	5	M	7A-9A	TODAY SHOW	:30	\$2,000.00	09/17-09/17	1	1	1	\$2,000.00	
	6	F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/14-09/14	1	1	1	\$500.00	
	7	M	9A-10A	TODAY SHOW 2	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
	8	W	10A-11A	TODAY SHOW 3	:30	\$400.00	09/12-09/12	1	1	1	\$400.00	
	9	W	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/12-09/12	1	1	1	\$200.00	
	10	TH	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/13-09/13	1	1	1	\$200.00	
	11	TH	12P-1P	NOON NEWS	:30	\$300.00	09/13-09/13	1	1	1	\$300.00	

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Advertiser ( ) PRIORITIES USA ACTI 1322 G. STREET SE Sales Office ( ) PHILADELPHIA  
Product PRIORITIES USA WASHINGTON, DC 20003 Salesperson ( ) ANJIE BRADY  
Estimate# 1560 Agency C/P1/P2/E 321/340/1560 Salesperson Phone# 215-567-6005  
Buyer CASEY BESSETTE Flight Dates 09/11/2012 - 09/17/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	12	M	12P-1P	NOON NEWS	:30	\$300.00	09/17-09/17	1	1	1	\$300.00	
	13	W	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/12-09/12	1	1	1	\$350.00	
	14	F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/14-09/14	1	1	1	\$350.00	
	15	W	2P-3P	THE DOCTORS	:30	\$200.00	09/12-09/12	1	1	1	\$200.00	
	16	M	2P-3P	THE DOCTORS	:30	\$200.00	09/17-09/17	1	1	1	\$200.00	
	17	F	4P-5P	ANDERSON COOPER	:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
	18	W	6P-630P	6PM NEWS	:30	\$2,000.00	09/12-09/12	1	1	1	\$2,000.00	
	19	W	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/12-09/12	1	1	1	\$500.00	
	20	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
	21	F	1235A-135A	JIMMY FALLON	:30	\$150.00	09/14-09/14	1	1	1	\$150.00	
	22	W	430A-459A	EARLY TODAY	:30	\$200.00	09/12-09/12	1	1	1	\$200.00	
	23	TU	430A-459A	EARLY TODAY	:30	\$200.00	09/11-09/11	1	1	1	\$200.00	
	24	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	25	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/15-09/15	1	1	1	\$800.00	
	26	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	27	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	09/15-09/15	1	1	1	\$300.00	

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	28	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	29	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/16-09/16	1	1	1	\$800.00	
	30	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
	31	SU	12A-1A	BROTHERS & SISTERS	:30	\$150.00	09/16-09/16	1	1	1	\$150.00	

---REPORT TOTALS---  
Report Totals: 31 / \$18,950.00

---SALES MONTHLY TOTALS---

Sep 12: 31 / \$18,950.00  
Sales Totals: 31 / \$18,950.00  
Station Totals: 31 / \$18,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$57,424	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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